The Influence of Price, Service Quality, and Store Atmosphere on Purchase Decisions on Awesam Malang Distro Consumers

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Abstract

The purpose of this study is to test and analyze the effect of price on purchasing decisions at Awesam, to test and analyze the effect of service quality on purchasing decisions at Awesam, to test and analyze the effect of store atmosphere on purchasing decisions at Awesam, to find out and analyze price, quality variables. services and store atmosphere that have a dominant influence on purchasing decisions on Awesam. The type of survey used is a quantitative survey with a total sample of 100 respondents. The population in this study are consumers who have made purchases at the Awesam distro in Malang City. The data analysis technique uses multiple regression analysis with the t-test. From the results of the research and discussion conducted, it can be concluded that price has a significant effect on purchasing decisions. service quality has a significant effect on purchasing decisions, store atmosphere has a significant effect on purchasing decisions and price has a dominant effect on purchasing decisions.

Keywords: Price, Service Quality, Store Atmosphere, Purchase Decision

Abstrak

Tujuan dari penelitian ini untuk menguji dan menganalisis pengaruh harga terhadap keputusan pembelian pada Awesam, Untuk menguji dan menganalisis pengaruh kualitas layanan terhadap keputusan pembelian pada Awesam, Untuk menguji dan menganalisis pengaruh *store atmosphere* terhadap keputusan pembelian pada Awesam, Untuk mengetahui dan menganalisis variabel harga, kualitas layanan dan *store atmosphere* yang berpengaruh dominan terhadap keputusan pembelian pada Awesam. Jenis survey yang digunakan adalah survey kuantitatif dengan jumlah sampel sebanyak 100 responden. Populasi dalam penelitian ini adalah konsumen yang pernah melakukan pembelian di distro Awesam di kota Malang. Teknik analisis data menggunakan analisis regresi berganda dengan uji t. Dari hasil penelitian dan pembehasan yang dilakukan dapat disimpulkan bahwa harga berpengaruh signifikan terhadap keputusan pembelian. kualitas layanan berpengaruh signifikan terhadap keputusan pembelian, *store atmosphere* berpengaruh signifikan terhadap keputusan pembelian dan harga berpengaruh dominan terhadap keputusan pembelian.

Kata Kunci: Harga, Kualitas Layanan, Suasana Toko, Keputusan Pembelian

INTRODUCTION

Distro stands for distribution store, which is a type of store that sells clothes and accessories entrusted by clothing makers or self-produced. Distro business actors in general are young people because this distro is in accordance with the spirit of youth who have innovation and creativity so that distro owners can compete with other distro business people. Initially, the distribution business was in the city of Bandung, but now the distribution business is mushrooming in cities throughout Indonesia, especially in big cities like Malang. Distros in the city of Malang come from outside the city of Malang or the local Malang brand itself. Alyssa, (2021) reveals that the large number of fashion stores makes consumers tend to be changeable in making purchasing decisions. Many things influence the buying decision. Consumers who make purchases often involve confidence in buying a product. The emergence of a consumer's confidence in the purchase decision he makes shows the extent to which the consumer has confidence in his decision to choose the product (Widayati & Yunia, 2017). From a consumer point of view, the presence of distros that sell a wide selection of fashion, supported by a clean and comfortable shop atmosphere, is an attraction for shopping. Consumers also have many choices of places to make purchases with many distros in Malang. The choice of consumers will fall on distros that offer a variety of choices to consumers such as affordable prices, and good service.

Price is often used by consumers as a consideration in buying a product or service. Price is also one that can influence consumers in making purchasing decisions supported by the results of research conducted by Alyssa (2021) which states that price influences purchasing decisions. Price is a value valued by consumers for a product/service. Determining the right price will greatly affect consumer perceptions of a product. Yuniarti (2016) states that affordable prices influence consumers in making purchasing decisions, affordable prices at a certain level if the perceived benefits increase, the value will also increase. For consumers, a price is a form of effort that is sacrificed to obtain, own, and utilize a number of goods or services that consumers want and expect (Aryaditya, 2020).

Service quality also plays an important role in making purchasing decisions. The better the service and convenience provided, the more interested consumers will be in coming to the distro because they feel satisfied and in accordance with what consumers expect. (Rivaldi, 2020)stated that service quality influences the strategy carried out by distros in order to provide convenience to consumers so that consumers feel they are getting more value than consumers expect. (Putra, 2021)states that the influence of service quality is very important because basically, service is a form of consumer evaluation of the level of service provided by employees to consumers. The better the level of service provided by employees, the higher the consumer's assessment of the quality of the service. If the services provided to consumers can be satisfying and in accordance with their needs and desires, then this can influence consumer purchasing decisions.

The store atmosphere is intentionally designed to be impactful for consumers in making purchasing decisions, this statement is supported by research by (Rivaldi, 2020). Revealed that currently consumers are not just shopping but consumers are more critical in choosing a place to shop, this is due to the lifestyle of an increasingly modern society, namely consumers prefer a comfortable environment or atmosphere when shopping and the ease of finding products. Hermanto (2021) states that a good buying environment makes consumers feel comfortable when they are in the store, so that consumers can consider buying the product they want. (Jimmy, 2018) revealed that spatial planning in an in-store can create shopping convenience for consumers in making purchasing decisions not only responding to the goods and services offered, but also responding to the environment created by the distro so that consumers feel satisfied.

With the occurrence of this phenomenon, industry players see it as a commercial opportunity to be able to answer market needs due to increasing demand and increasing sales volume of the fashion industry. The level of competition faced by Awesam as one of the distributions in Malang city is now facing serious challenges from its competitors. such as Foryouall cloting, Oyisam, Inspired27, Pastbrik, Vindicator Seven, Heroin Exp, Couple, Realzim and others, these distributions are direct competitors due to the similarity of the products produced and the similarity of the target market. Even though Awesam has been operating for a long time, it is not a guarantee of getting a good market share, this is due to increasingly fierce competition as indicated by the emergence of similar distros which provide many product choices, so that the profits earned by Awesam also experience ups and downs every month. Researchers conduct pre-research to find out what makes consumers decide to buy distros in Awesam. Pre research was conducted by distributing questionnaires to 33 respondents who bought at Awesam distribution. Based on the results of the pre-research questionnaire which was distributed to as many as 33 respondents to the question about what factors make consumers decide to buy at Awesam distributions. From the results of the questionnaire, it was stated that there were 16 respondents who felt that price made them make purchasing decisions, besides that there were 9 respondents who felt service quality made them make purchasing decisions and the last difference was one with service quality, namely store atmosphere with 8 respondents who made purchasing decisions because interesting room design. From the interview result, the most dominant influencing Awesam's purchasing decisions are price 49%, service quality 27% and store atmosphere 24%. Then the main factor that influences consumers to make purchasing decisions at Awesam is price. Based on the background described above, the researcher is interested in conducting research on "The Influence of Price, Service Quality and Store Atmosphere on Purchasing Decisions (Studies on Consumers in Awesam Malang Distro)

LITERATURE REVIEW

According to Kotler and Armstrong, (2008) purchasing decisions are a process in which consumers pass through five stages, namely: problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. According to Amirullah (2002) purchasing decisions can be defined as a process in which consumers evaluate various alternative choices, and choose one or more alternatives that are needed based on certain considerations. Kotler and Keller, (2012) state that price is one of the most flexible elements of the marketing mix that generates income or profit and prices can change quickly. Kotler and Armstrong (2008) state that price is the amount of money charged for a product and service or the amount of value exchanged by consumers to obtain the benefits of having or using a product or service. Parasuraman, et al., (1988) said service quality is a comparison between consumer expectations and what consumers feel after the service is provided. According to Kotler and Armstrong (2008) service quality is a performance that can be offered by someone to others. This performance can be in the form of intangible actions and does not result in the ownership of any goods and to anyone. The main point is that service is an action taken by sellers to their buyers/consumers in order to meet the needs and desires of their consumers.

Kotler and Armstrong (2008) store atmosphere is a planned atmosphere that suits the target market and can attract consumers to buy. According to Utami (2008) store atmosphere is a physical characteristic such as architecture, layout, lighting, color, temperature, music and aroma which aims to design emotional responses and consumer perceptions and influence consumers in buying goods. Meanwhile, according to Levy and Weits (2007) store atmosphere is an environmental design through

visual communication, lighting, color, music, and smell to stimulate consumer perceptual and emotional responses and ultimately influence buying behavior. A comfortable store atmosphere is expected to influence consumers to make purchases.

Consumers can compare prices between products the other so that a consumer decision is formed in buying something product. From this theory it can be seen that prices have an effect on purchase decision which the consumer will consider, compare and evaluate whether the price is appropriate or not with the value of the product and the amount of money that must be spent. There are several previous studies that support the variable price affects the purchase decision. Previous research that conducted by Supardi & Maryanto (2022), Sumarsosno et al., (2018), Agung et al., (2018), Ardiansyah et al., (2022), Helna & Ratih (2019) stated that price has a significant effect on purchasing decisions. Based on the results of several previous studies, in this study hypothesis is made as follows:
H1: Price significantly affect purchasing decision

In this study it was suspected that service quality had an effect on buying decision. Which means the better the quality of service at awesam, the faster a person makes a decision purchase. Service quality is all actions or performance that can be offered by one party to another which in essence did not materialize and does not result in any ownership. There are several previous studies that support the variable service quality affects purchasing decisions. Study previously carried out by Yuliani et al., (2021), Ardiansyah et al., (2022), Ratna & Rezki (2020), Dian & Achmad (2018), Rivaldi & Siti (2020) states that service quality has a significant effect on buying decision. Based on the results of several previous studies, then in this study the hypothesis is made as follows:
**H2:** service quality significantly affect purchase decision

In this study it is suspected that the store atmosphere has an effect on buying decision. Which means the more interesting the store atmosphere is Awesam, the faster someone makes a decision purchases on Awesam. Store Atmosphere is the state of a store that able to attract the attention of consumers. The factors used are store design and color, indoor temperature, lighting, store facilities such as changing rooms for clothing stores, and in-store product layouts. There are several previous studies that support the store variable atmosphere influences the purchase decision. Previous research conducted by Yuliani et al., (2021), Supardi & Maryanto (2022), Rivaldi & Siti (2020), Rahmawati & Tineke (2018) state that stores atmosphere has a significant effect on purchasing decisions.
H3: Store atmosphere significantly affect purchase decision
From the results of research conducted by Supardi & Maryanto (2022), and Ardiansyah et al., (2022), states that price has a significant effect dominant over purchasing decisions. Based on the results of several previous research, in this study the hypothesis was made as follows.
H4: price has a significant effect dominant over purchasing decisions
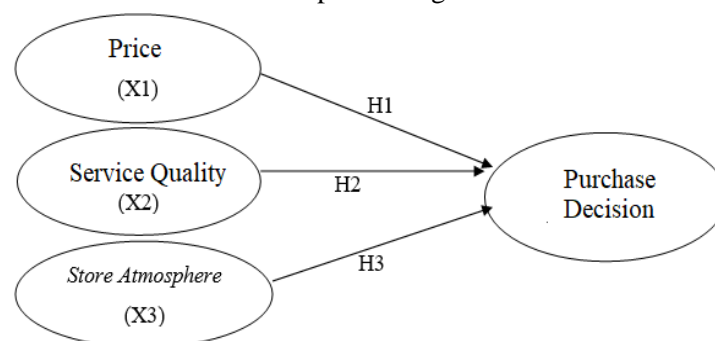
Figure 1. Research Framework Model

RESEARCH METHODS

This type of research uses a quantitative methodology. All consumers of Awesam distribution are the population of this study. The sampling technique used in this study is a non-probability sampling method, namely purposive sampling. The research used a sample of 100 respondents. The type of data used in this research is primary and secondary data. The data collection technique in this study was a questionnaire using the Google form. This study used a data measurement tool in the form of a Likert scale. The stages of data analysis in this study were instrument tests, classical assumption tests, scale range tests, coefficient of determination tests, multiple linear regression tests and hypothesis testing. All data processing uses IBM SPSS version 25.0.

RESULTS AND DISCUSSION

In this study, 83 respondents out of 100 respondents (83%) were male. While the remaining 17 respondents out of 100 respondents (17%) were women. From these data it shows that consumers who make purchases at Awesam distribution are dominated by men. Of the 100 respondents who have filled out the questionnaire, the majority are aged 18 to 22 years with a total of 71 respondents (71%), respondents aged> 22 years with a total a total of 29 respondents (29%). Based on these data, consumers aged between 18 to 22 years make up the majority of respondents in this study.

Table 1. Characteristics of Respondents

Category	Item	Total (100)	Percentage
Gender	Man	83	83%
	Woman	17	17%
Age	18-22 years	71	71%
	>22 years	29	29%
Income	<IDR 1,000,000	7	7%
	IDR 1.000,000-IDR 2,000,000	63	63%
	IDR 2.000,000-IDR 3,000,000	27	27%
	> IDR 3,000,000	3	3%

Source: Data processed by the author (2023)

This validity test is used to measure the legitimacy or validity of a questionnaire statement given to respondents. It can be said that a questionnaire is valid if it can reveal something to be measured through statements in the questionnaire. To find out whether a questionnaire is valid or not, it can be seen if rcount is greater than rtable with a significance level of 0.05 then it is declared valid and vice versa if rcount is less than rtable then it is declared invalid.

Table 2. Tabulation of Validity Test Results

Variable	Items	r count	r table	Information
Price (X1)	X1.1	0,755	0,195	Valid
	X1.2	0,712	0,195	Valid
	X1.3	0,764	0,195	Valid
	X1.4	0,664	0,195	Valid
Service Quality (X2)	X2.1	0,771	0,195	Valid
	X2.2	0,766	0,195	Valid
	X2.3	0,705	0,195	Valid
	X2.4	0,698	0,195	Valid
	X2.5	0,726	0,195	Valid
Store Atmosphere (X3)	X3.1	0,740	0,195	Valid
	X3.2	0,719	0,195	Valid

	X3.3	0,817	0,195	Valid
	X3.4	0,762	0,195	Valid
	X3.5	0,711	0,195	Valid
	X3.6	0,711	0,195	Valid
	Y.1	0,720	0,195	Valid
	Y.2	0,716	0,195	Valid
Repurchase Intention (Y)	Y.3	0,702	0,195	Valid
	Y.4	0.782	0.195	Valid

Table 2 above shows that the rcount of all statement instruments that measure price, service quality, store atmosphere, and purchasing decisions is greater than rtable with a significance level of 0.05, therefore all statement instruments in this study are declared valid. The reliability test is used to measure whether a questionnaire is reliable or not. A questionnaire is said to be reliable if the respondents' answers to statements are consistent from time to time. It is said to be reliable if the Cronbach Alpha value is 0.6.

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Information
Price	0,706	Reliable
Service Quality	0,785	Reliable
Store Atmosphere	0,838	Reliable
Purchase Decision	0,705	Reliable

Table 3 shows that all statements for purchasing decisions, product quality, price and advertising are stated to be reliable. This can be proven by the value of Cronbach's Alpha> 0.6. Thus, it can be concluded that all statement items in this study are said to be reliable.

Table 4. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1,83627301
Most Extreme Differences	Absolute	.066
	Positive	.066
	negative	-.050
asymp. Sig. (2-tailed)		.200cd

The normality test results show that the data is normally distributed. This can be seen from the more significant value 56 of 0.05 which is equal to 0.200. So, it can be concluded that the data is distributed normal.

Table 5. Multicollinearity Test Results

Coefficientsa			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Price	.600	1.668
	Service Quality	.986	1.033
	Store Atmosphere	.585	1.709

VIF value (Volume Inflation Factor) on each variable <10,000 or a tolerance value <0.1. Where the price variable has a VIF value of 1.668 and a tolerance value of 0.600, then the service quality variable has a VIF value of 1.033 with the tolerance value is 0.968 and the store atmosphere variable has a VIF value of 1,709 with a tolerance value of 0.585. Thus, the three independent variables on this study does not have a multicollinearity problem.

Table 6. Heteroscedasticity Test Results

Variable	Sig.	Information
Price	.492	Homoscedasticity
Service Quality	.376	Homoscedasticity
Store Atmosphere	.896	Homoscedasticity

Significant value price variable (X1) is 0.492 while service quality (X2) is 0.376 and the significance of the Store Atmosphere variable (X3) is of 0.896 where the significance value of the three variables is greater than 0.05 means that there is no heteroscedasticity or it can be said to have occurred homoskeasticity.

Table 7. Coefficient of Determination Results (R2)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,750[a]	,562	,549	1,865

a. Predictors: (Constant), Price, Store Atmosphere, Service Quality
b. Dependent Variable: Purchase Decision

The R Square value (Coefficient of Determination) of 0.562 means that simultaneously the variables Price, Service Quality, and Store Atmosphere affect purchasing decisions by 56.2% while the remaining 43.8% is influenced by other variables that are not affected in this research.

Table 8. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std.Error	Betta		
(constant)	0,255	1,445		0,177	0,860
Price	0,498	0,095	0,459	5,259	0,000
Service Quality	0,146	0,049	0,207	3,014	0,003
Store Atmosphere	0,204	0,057	0,315	3,567	0,001

Based on the results of the study, the results of the regression equation can be obtained as follows:
$$Y= 0,255 + 0,498\ X1 + 0,146\ X2 + 0,204\ X3 + e \qquad (1)$$

Constant value (a) has a positive value of 0.255. This shows that if all the dependent variables which include price (X1), service quality (X2) and store atmosphere (X3) are 0, then the value of the purchase decision is slow. The price variable (X1) has a regression coefficient value of 0.498 with sig. 0.000

indicates that the price variable has a direct relationship with purchasing decisions and has a positive value, which means that the more affordable the price is at Awesam, the faster someone makes a purchasing decision at Awesam. Service quality variable (X2) has a regression coefficient value of 0.146 with sig. 0.003 indicates that the service quality variable has a direct relationship with purchasing decisions and has a positive value, which means that the better the quality of service at Awesam, the faster a person makes purchasing decisions at Awesam. The store atmosphere variable (X3) has a regression coefficient value of 0.204 with sig. 0.001 indicates that the store atmosphere variable has a direct relationship with purchasing decisions and has a positive value, which means that the more attractive the store atmosphere is at Awesam, the faster a person makes purchasing decisions at Awesam.

Table 9. T-test results

Variable	t-count	t-table	Sig	Information
Price	5,259	1,984	0,000	Significant
Service Quality	3,014	1,984	0,003	Significant
Store Atmosphere	3,567	1,984	0,001	Significant

The t test shows that price has a significant effect on purchasing decisions. H1 is accepted if the significance value is <0.05 or t-count > t-table, while H1 is rejected if significance is >0.05 or t-count <t-table. based on table 5 above, it can be seen that the sig. 0.00 where the value is smaller than 0.05 and besides that the t-count value of the price variable is greater than t-table which is 5.259 > 1.984. So, it can be concluded that H1 is accepted, which means the price variable has a significant effect on purchasing decisions. The results of this study prove that price (X1) has a significant effect on purchasing decisions (Y). This is proven by the price of clothing productsAwesam set consisting of shirts, pants, jackets, T-shirts and hats with affordable prices make consumers prioritize Awesam when they want it buy a dress, this is because the price is set accordingly consumer purchasing power.

The t test shows that service quality has a significant effect on purchasing decisions. H1 is accepted if the significance value is <0.05 or t-count > t-table, while H2 is rejected if significance is >0.05 or t-count <t-table. based on table 5 above, it can be seen that the sig. 0.03 where the value is smaller than 0.05 and besides that the t-count value of the service quality variable is greater than the t-table which is 3.014 > 1.984. So, it can be concluded that H2 is accepted, which means that the service quality variable has a significant effect. The results of this study prove that service quality (X2) has an effect significant to the purchase decision (Y). This is proven by the existence the dimensions of physical evidence show that employees have a neat appearance customers feel confident because awesam employees look professional in their work carry out their duties so as to make consumers consumers interested and confident to buy clothes on Awesam compared to other distros.

The t test shows that store atmosphere has a significant effect on purchasing decisions. H3 is accepted if the significance value is <0.05 or t-count > t-table, while H3 is rejected if significance is >0.05 or t-count <t-table. based on table 5 above, it can be seen that the sig. 0.01 where the value is smaller than 0.05 and besides that the t-count value of the store atmosphere variable is greater than the t-table which is 3.576 > 1.984. So, it can be concluded that H3 is accepted, which means that the store atmosphere variable has a significant effect on purchasing decisions. Store variable atmosphere (X3) has a significant effect on purchasing decisions (Y). Matter this is proven by the presence of an interesting signboard outside Awesam's room due to the placement of the exact nameplate layout that makes them the appearance of the front of Awesam looks clear and more attractive so that time

consumers want to buy a garment preferring Awesam over with other distributions. An interesting mix of Awesam nameplate colors visible from the outside so consumers consider Awesam when they want to buy a clothing product such as T-shirts, shirts, pants, jackets and hats. Clear signage makes the store easy to see or identify so as to make consumers interested and determined to buy at Awesam. With Attractive nameplates are clear and easy to recognize so as to make consumers are interested and convinced to buy clothes in Awesam compared with other distributions.

The t test shows that the Standardized Coefficient Beta value for the price variable is 0.459 while the service quality is 0.207 and the store atmosphere is 0.315 where all three have a Sig value. < 0.05 which means H4 is accepted. From the beta coefficient values of the three variables, it is known that the price variable has the largest value (Standardized Coefficients BeBeta = 0.459), so the price variable has a stronger influence on purchasing decisions on Awesam. The dominant variable test results show the price variable hasthe largest dominant value compared to the variable quality of service and store atmosphere. It can be concluded that the price variable has the most contribution large impact on consumers in making purchasing decisions, where Awesam consumers prioritize affordable prices so that this has an impact on consumers making purchasing decisions quickly on Awesam.

CONCLUSION

Based on the formulation of the problem and the results of partial testing, it can be concluded that price has a positive and significant effect on purchasing decisions for Awesam consumers. Thus the hypothesis which states that price has a significant effect on Awesam consumer purchasing decisions can be accepted. Service quality has a positive and significant effect on purchasing decisions for Awesam consumers. Thus the hypothesis which states that service quality has a significant effect on Awesam consumer purchasing decisions can be accepted. store atmosphere has a positive and significant effect on purchasing decisions on Awesam consumers. Thus the hypothesis which states that store atmosphere has a significant effect on Awesam consumer purchasing decisions can be accepted. Based on the results of the dominant variable test, it is known that the price variable has the largest dominant value compared to the service quality and store atmosphere variables. It can be concluded that the price variable has the greatest contribution to consumers in making purchasing decisions, where Awesam consumers prioritize affordable prices so that this has an impact on how fast consumers make purchasing decisions on Awesam.

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